Data Excellence User Board & Global Data Model

How do we implement and govern the Global Data Model in Europe?

3 July 2020

Jan Somers, Tomas Tluchor, Henk-Jan Timmerman, Markus Mueller, Mark van Eeghem, Armand Schins, Christian Przybilla, Jean-Mark Klopfenstein, Laurent Seroux, Christian Zaeske
Anti-Trust

• GS1 operates under the GS1 anti-trust caution. Strict compliance with anti-trust laws is an always has been the policy of GS1.
• The best way to avoid problems is to remember that the purpose of the committee is to enhance the ability of all industry members to compete more efficiently.
• This means:
  - There shall be no discussion of prices, allocation of customers, or products, etc.
  - If any participant believes the group is drifting toward impermissible discussion, the topic shall be tabled until the opinion of counsel can be obtained.
• The full anti-trust caution is available at www.gs1.org
Agenda

- Introduction & ambition
- General update on the GS1 Global data model
- Implementation of GDM in European markets

BREAK – 5 MINUTES

- Governance in Europe (locally and regionally)
- Industry engagement in Europe
- Next steps and closing
Audience: 231 people (tentative) accepted

Attendees

- 95 Associations
- 50 Brand owner
- 34 GS1
- 6 Retailer
- 6 Solution provider

• And...
  - Multinationals
  - United States
  - South Africa
Meeting etiquettes

• Big audience => tight agenda

• Meeting will be recorded

• Please mute yourself

• Questions through chat
  - After each section limited time
  - All questions will also be answered afterwards

• Thank you in advance for participating
Introduction & Ambition

Jan Somers
CEO of GS1 Belgium & Luxembourg
Sponsor GS1 in Europe & Sponsor the GDM Worldwide
Introducing Jan Somers

• Jan Somers
• GS1 Belgium & Luxembourg
• CEO
• jsomers@gs1belu.org
Introducing Henk-Jan Timmerman

- Henk-Jan Timmerman
- GS1 in Europe
- Project coordinator
- Henkjan.timmerman@gs1eu.org
No ambition, no plan, no progress

- **We need to be ambitious to change the way we exchange data**
- **Why?**
  - Data exchange is difficult due to national data models and different usage of attributes
  - Every data recipient needs a data set or at national level
  - Trade is no longer national, our way of data exchange is outdated
  - We need a mind shift and another way of working
- **What?**
  - GMD harmonises and simplifies the data we exchange, worldwide, regionally
- **How?**
  - Get industry, and GS1 and CGF together and implement
The GS1 Global Data Model

One product. One experience. Every channel.

The GS1 Global Data Model helps leverage product content for a seamless shopping experience across every channel.

By simplifying and harmonising the exchange of product data around the world, the GS1 Global Data Model standard increases operational efficiency for brand owners and retailers and improves data accuracy and completeness for consumers.
The history of the Global Data Model

2018: Conception
2019: Development
2020: Implementation
Ambition of Europe

- Help and stimulate change and mindset
- Help the industry to implement the GDM in 49 GS1 Member organisations, in consultation with the industry
  - Implement global and regional layer
  - Review local layer
- Grow the community
  - Adding countries
  - Adding industry users
- Review adoption in Europe with specific governance

“With the GS1 Global Data Model, we hope to provide consistent information to consumers across retailers, online players and markets”
General update on the GS1 Global Data Model
Introducing Markus Mueller

• Markus Mueller
• GS1 Global Office
• Programme director global data model
• Markus.mueller@gs1.org
Agenda General Update GS1 Global Data Model

- Introduction & ambition
- General update on the GS1 Global data model
  - General update on the Global Data Model (Markus Mueller)
  - GDM statistics & tooling (Mark van Eeghem)
  - Nestlé pushing for Data Quality (Jean-Marc Klopfenstein)
  - Questions
- Implementation of GDM in European markets
- Governance in Europe (locally and regionally)
- Industry engagement in Europe
- Next steps and closing
General update on the Global Data Model

Markus Mueller (Global Office)
The GS1 Global Data Model Standard is the set of foundational data attributes that are needed to list, order, move, store and sell products.
To improve the omnichannel consumer experience, brand owners and retailers should consider what truly differentiates and what can be standardised.

**Foundational data is non-competitive in the digital and physical retail environment**

- Product data is comprised of both **foundational and differentiated attributes**.
- **Foundational attributes can be harmonised** to enable timely, accurate, and consistent data exchange for brand owners and retailers.
- Retailers and brand owners can **shift focus to designing differentiated consumer experiences** versus verifying data quality.
- Harmonised data will also unlock **new opportunities through advanced analytics**.
Overall, the Global Data Model will enable improved consumer experience and will reduce complexity by harmonising foundational data across the industry.

- Increased transparency and seamless omnichannel experience
- Simplified and Harmonised Global Data Model (GDM)
- Faster, easier, cheaper management and exchange of foundational data
- Improve consumer experience
- Increase business partner efficiencies
GDM uses the concept of layers to identify product attributes required for data exchange

**Global core layer**
- Comprised of attributes required across all product categories

**Global category layer**
- Comprised of attributes\(^1\) required only for a specific product category (i.e., FMCG Food, DIY...), applicable at a global level

**Regional category layer**
- Comprised of attributes\(^2\) required only for a specific product category, only for a specific region

**Country layer**
- Comprised of attributes\(^3\) required for a specific product category, only for a specific location within a region

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1 These attributes are mandatory or optional depending on the product subcategory (e.g., “Storage temperature” is mandatory for “Meat” subcategory, while it’s not mandatory for “Canned shelf stable products” subcategory)
2 These attributes are mandatory or optional depending on region (e.g., “Allergen statement” is mandatory in North America region due to regulatory requirements, while it’s not mandatory in other regions)
3 These attributes are mandatory or optional depending on country (e.g., “Packaging Material Quantity” is mandatory in some countries, while it’s not mandatory in others)
Categories covered by the standard

Current release covers the following retail categories:

- FMCG Food & Near Food
- Alcoholic beverages
- Pet Food
- Tobacco

The term "near-food products" refers to drugstore products (e.g. skin care products), but also cleaning agents, etc. So products that are not food, but are still offered by supermarkets because they represent everyday consumer goods.

Planning horizon:

The GS1 Advisory Council has encouraged the GDM team to plan the GDM development for Non-Food categories, e.g. Cosmetics or Apparel in alignment with the new Marketplaces Advisory Team.
Getting ready to implement the GS1 Global Data Model

More than 50% of CGF Data Coalition members are planning to implement the Global Data Model across 10 countries in 2020/21!

Q3/Q4 2019
Pilots & business case
Creating the foundation

Q1/Q2 2020
GDM & ADB Standard
Fast ratification

Q2-Q4 2020
Implementation & adoption
Initiate & orchestrate GDM implementation together
GDM statistics & tooling

Mark van Eeghem (Global Office)
Introducing Mark van Eeghem

- Mark van Eeghem
- GS1 Global Office
- Senior Manager Global Data Model
- Mark.vanEeghem@gs1.org
## GDM Statistics – Distinct Attributes

<table>
<thead>
<tr>
<th>Category</th>
<th>Global</th>
<th>EU</th>
<th>NoAm</th>
<th>AU/NZ</th>
<th>Local*</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food</td>
<td>86</td>
<td>48</td>
<td>51</td>
<td>11</td>
<td>17</td>
<td>175</td>
</tr>
<tr>
<td>Near-Food</td>
<td>67</td>
<td>43</td>
<td>45</td>
<td>6</td>
<td>13</td>
<td>141</td>
</tr>
<tr>
<td>Pet Food</td>
<td>61</td>
<td>43</td>
<td>41</td>
<td>6</td>
<td>51</td>
<td>170</td>
</tr>
<tr>
<td>Alcoholic Beverages</td>
<td>76</td>
<td>34</td>
<td>38</td>
<td>9</td>
<td>33</td>
<td>160</td>
</tr>
<tr>
<td>Tobacco</td>
<td>56</td>
<td>21</td>
<td>22</td>
<td>4</td>
<td>58</td>
<td>143</td>
</tr>
</tbody>
</table>

* Local Attributes are currently not assigned to individual countries
Interim GDM navigator

An INTERIM tool (until July 2021)

For Manufacturers, Retailers, MOs, DP, ... involved in implementing Global Data Model.

Allows user to get a global, regional and local view on the GDM.

Contains GDSN Information (Technical Properties - VRs – Code Lists – Code Values) linked to GDM.

Search for information on attributes, categories, sub-categories, regions, countries, validation rules, code lists, code values and GPC Bricks.

It allows users to compare GDM Models, and manage (and save) product profiles using all this combined information.

Webinar to follow (link will be posted)
### Attributes

<table>
<thead>
<tr>
<th>Code</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>600</td>
<td>Batteries Included Indicator</td>
</tr>
<tr>
<td>601</td>
<td>Batteries Required Indicator</td>
</tr>
<tr>
<td>612</td>
<td>Batteries Built In Indicator</td>
</tr>
<tr>
<td>613</td>
<td>Battery Material Type Code</td>
</tr>
</tbody>
</table>

- **Batteries Included Indicator**: The indicator specifying whether batteries are included with the product.
- **Batteries Required Indicator**: The indicator specifying whether batteries are required to operate the product, including built in batteries and removable batteries.
- **Batteries Built In Indicator**: The indicator specifying whether batteries are built into the product.
- **Battery Material Type Code**: The code which indicates the material of the battery.
Interim GDM navigator

GS1 Global Data Model

EXPLORE ATTRIBUTES

Category *
Sub-Category *
Region of Sale *
Country of Sale *

Show Attributes

Conditional Optional Attributes

Include?
40 Authorised Receiver of Product Information GLN (Global Location Number)

Definition: The Global Location Number (GLN) that uniquely identifies the authorised receiver of the product information.

Usage: Conditional
Keywords: Solution
Reason: If you are using GDSN as the technology for implementing the GDM, this attribute is MANDATORY.

Include?
68 Additional Product Identification

Definition: An identifier, other than the GTIN, which provides an additional identification for the product.

Usage: Conditional
Keywords: Supplier
Reason: If as a supplier you have agreed to/want to provide additional identification for the product other than a GTIN, this field is MANDATORY.

Include?
69 Additional Product Identification Type Code

Definition: The code indicating the type of Additional Product Identification used.

Usage: Conditional
Keywords: Supplier
Reason: This field can only be used, and is then MANDATORY, if you have used Additional Product Identification.

Include?
75 Brand Owner GLN (Global Location Number)

Definition: The Global Location Number (GLN) that uniquely identifies the Brand Owner of the product.
**Interim GDM navigator**

**Business definition**
An identifier, other than the GTIN, which provides an additional identification for the product.

**Example**
- Image of a medical product with a GTIN and approval number highlighted.
- Image of a packaged food good price list showing brand owner’s internal item code.
- Image of a laser printer with a model number on the package.

**Usage Statement**
Used for additional product identification that allows a buyer to identify a product by other identification systems. Used in conjunction with Additional Product Identification Type Code.

**Category / Layer Applicability**

<table>
<thead>
<tr>
<th>Layer</th>
<th>C/M</th>
<th>Reason Keyword</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
<td>Conditional</td>
<td>Supplier</td>
</tr>
</tbody>
</table>

**Reason Detail**
If as a supplier you have agreed to want to provide additional identification for the product other than a GTIN, this field is MANDATORY.

**Technical Properties**
- **DataType**: string
- **Code List**: 
- **Attribute Length**: 1..80
- **MultipleValues? (Y/N)**: NA
- **Language Enabled**: NA
- **Multi Language Allowed?**: NA
- **UOM/Currency Enabled?**: NA
- **Multiple UOM**: NA

**Applicable Validation Rules**

<table>
<thead>
<tr>
<th>VR #</th>
<th>Structured Rule</th>
<th>(CLICK RULE TO SEE DETAIL)</th>
</tr>
</thead>
<tbody>
<tr>
<td>S21</td>
<td>If targetMarketCountryCode is equal to 752 (Sweden) and isTradeItemOrderable is equal to ‘true’ and additionalTradeItemIdentificationTypeCode is equal to (‘SUPPLIER_ASSIGNED’ or DISTRIBUTOR_ASSIGNED) then associated additionalTradeItemIdentification</td>
<td><img src="#" alt="Rule Detail" /></td>
</tr>
</tbody>
</table>

**Applicable Code Values**

<table>
<thead>
<tr>
<th>Code Value</th>
<th>Code Name</th>
<th>Code Definition</th>
<th>(CLICK CODE TO SEE DETAIL)</th>
</tr>
</thead>
</table>

© GS1 in Europe 2020
# Interim GDM navigator

## GS1 Global Data Model Attribute Usage Comparison

### Model 1
- **Category**: Food
- **Sub-Category**: Fresh Meat
- **Region of Sale**: Europe
- **Country of Sale**: Turkey

### Model 2
- **Category**: Food
- **Sub-Category**: Fresh Fish
- **Region of Sale**: Europe
- **Country of Sale**: Turkey

<table>
<thead>
<tr>
<th>BM SID</th>
<th>GDM Business Name</th>
<th>Model 1</th>
<th>Model 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>912</td>
<td>Fish Scientific Name</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>914</td>
<td>Fishing Gear Code</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>915</td>
<td>Fish Production Method Code</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>916</td>
<td>Fish Storage State Code</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>3909</td>
<td>Loose or Pre-Packed Code</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6147</td>
<td>catchAreaCode(GDD Name)</td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>
Interim GDM navigator

<table>
<thead>
<tr>
<th>BMsid</th>
<th>GDM Business Name</th>
<th>Profile1</th>
<th>Profile2</th>
</tr>
</thead>
<tbody>
<tr>
<td>370</td>
<td>Allergen Statement</td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>373</td>
<td>Allergen Declarations Indicator</td>
<td></td>
<td></td>
</tr>
<tr>
<td>879</td>
<td>Percent of Milk Fat In Dairy</td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>880</td>
<td>Homogenised Indicator</td>
<td></td>
<td></td>
</tr>
<tr>
<td>912</td>
<td>Fish Scientific Name</td>
<td></td>
<td></td>
</tr>
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<td></td>
<td></td>
</tr>
<tr>
<td>916</td>
<td>Fish Storage State Code</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>1152</td>
<td>Tax Type Code</td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>1175</td>
<td>Tax Category Code</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1270</td>
<td>Percent of Fruit Juice</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1272</td>
<td>Additive Name</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>1273</td>
<td>Additive Containment Code</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1367</td>
<td>Range of the Number of Servings</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1714</td>
<td>Nutrient Basis</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1718</td>
<td>Serving Size</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1720</td>
<td>Serving Size Description</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2176</td>
<td>Package Feature Code</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>2306</td>
<td>Batch Number Indicator</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>2306</td>
<td>Batch Date Indicator (MDY)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**PROFILE 1**

Dairy Turkey with brick

- Category: Food
- Sub-Cat.: Dairy - Refrigerated - Frozen
- Region: Europe
- Country: Turkey
- GPC Brick: 10000190
- Cream (Shelf Stable)

**PROFILE 2**

Dairy US with Brick

- Category: Food
- Sub-Cat.: Dairy - Refrigerated - Frozen
- Region: North America
- Country: United States
- GPC Brick: 10000215
- Ice Cream/Ice Novelties (Frozen)
Nestlé pushing for Data Quality

Jean-Marc Klopfenstein, Nestlé
Jean-Marc Klopfenstein
Master Data Lead
Active within GS1 since 2015
Nestlé at a glance

- CHF 92.6 Bio in sales in 2019
- 291 000 employees in over 187 countries
- Over 2 000 brands

Over 1 billion Nestlé products sold every day
Data Quality is considered as high when it fits **intended usage** in Business Flows

<table>
<thead>
<tr>
<th>High Data Quality means data is…</th>
<th>Why we have an opportunity NOW…</th>
</tr>
</thead>
<tbody>
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<td>• <strong>Complete</strong> - Available</td>
<td>• Industry has recognized the criticality of data quality, using common standards, among others:</td>
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<tr>
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<td>• Verified-By-GS1</td>
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<tr>
<td>• <strong>Conforming</strong> - Aligned to business rules, e.g. industry Standards</td>
<td>• Global Data Model</td>
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<td>• <strong>Consistent</strong> – Aligned automatically across Flows &amp; IT platforms, internally and externally</td>
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<tr>
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</tr>
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<td>• <strong>Not Duplicated</strong> - Reliable</td>
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Root causes of Data Quality Issues include:

- Knowledge (e.g. Measure of physical product incorrect or not aligned with external standards)
- Lack of definitions result in inconsistent, non-conforming and/or inaccurate data
- Incorrect usage of Master Data within Flows/ Transactional data

Impact of non-quality

- Direct Costs (e.g. Fines from retailers)
- Indirect costs (e.g. rework, wrong decisions)
- TRUST
The virtuous circle to improve data quality

1. Define & Measure
Monitor through business validation rules

2. First-Time-Right
when needed/possible, update data entry screens to enforce data quality at source

3. Automation
Automate data input leveraging business validation rules
• Pre-population and validation
• Automatic creation
With the support of GS1, we can make a difference… TOGETHER

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**Impact of non-quality**

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- TRUST
Implementation of GDM in European markets
Agenda Implementation of GDM in EU markets

• Introduction & ambition
• General update on the GS1 Global data model
• Implementation of GDM in European markets
  - How to implement (Tomáš Tlučhoř)
  - An example of an implementation plan (Jan Somers)
  - Update on European markets (Henk-Jan Timmerman)
  - Questions
• Governance in Europe (locally and regionally)
• Industry engagement in Europe
• Next steps and closing
How to implement the Global Data Model

Tomáš Tlučhoř, GS1 Czech republic / GS1 in Europe / GS1 Global Office
Introducing Tomáš Tlučhoř

- Tomáš Tlučhoř
- GS1 Czech republic
- Data Services Director
- tluchor@gs1cz.org
Different strategies for different markets

GDSN already implemented

- Get ambassadors – e.g. CGF Data Coalition Companies
- Introduce GDM at your GDSN working group
- Start with the attribute gap analysis

Starting with GDSN

- Get ambassadors – e.g. CGF Data Coalition Companies
- Establish GDSN working group
- Use GDM as your data model

No GDSN implementation

- Do a research – is there demand in your market? Are there any potential ambassadors?
- What about tooling?
- Is it feasible for my market to be an early adopter?
Implementing GDM attributes

- Include all core attributes in your data model
- Include all global attributes in data model for your categories
- Include all European attributes in data model for your categories
- Try to limit number of local attributes in your data model to a minimum

No demand for some Global and Regional attributes in your market?
- Explore why
- Report back to GDM
Attribute Gap Analysis

Compare GDM attributes with attributes from your model

**Analyse**
- Use BMS IDs
- Tool available
- MO should do the work

**Present**
- Missing attributes
- Local attributes
- Group it (e.g. B2C, taxes ...)

**Change**
- Get inspired
- Clean it up
- Migrate
- Report back
Attribute analysis tool

- **Excel tool** will be provided soon

- Answers 2 main questions:
  - What attributes **are missing**?
  - What attributes **are local, out of scope** or even **proposed for removal**?

- All you need is list of your **BMS IDs**

---

### Step 1: make your selection

**Select the Region** in which your market resides. (If "Other" is chosen, please select only one Region.

- North America
- **Europe**
- Australia/New Zealand
- Other

**Select all product categories** that are included in your data model.

- Food
- Near Food
- Pet Food
- Alcoholic Beverages
- Tobacco
# Attribute analysis tool – local data model

<table>
<thead>
<tr>
<th>Enter List of BMS IDs (required)</th>
<th>Attribute Name (optional)</th>
<th>Local Market Data Model</th>
<th>Global Data Model</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>GDM Layer for Region and Product Categories</td>
<td>FMCG Food data model layer</td>
</tr>
<tr>
<td>75</td>
<td>Brand Owner GLN (Global Location Number)</td>
<td>Global</td>
<td>Global</td>
</tr>
<tr>
<td>76</td>
<td>No ADB Name available</td>
<td>Local</td>
<td>Local</td>
</tr>
<tr>
<td>77</td>
<td>Brand Owner Name</td>
<td>Global</td>
<td>Global</td>
</tr>
<tr>
<td>199</td>
<td>Number of Different Products</td>
<td>Global</td>
<td>Global</td>
</tr>
<tr>
<td>200</td>
<td>Total Count of All Products</td>
<td>Global</td>
<td>Global</td>
</tr>
<tr>
<td>202</td>
<td>Count of Each Specific Product</td>
<td>Global</td>
<td>Global</td>
</tr>
<tr>
<td>203</td>
<td>GTIN (Global Trade Item Number) of the Contained Product</td>
<td>Global</td>
<td>Global</td>
</tr>
<tr>
<td>204</td>
<td>Animal Nutrient Code</td>
<td>Out of Scope</td>
<td>Out of Scope</td>
</tr>
<tr>
<td>205</td>
<td>Animal Nutrient Target Percentage</td>
<td>Out of Scope</td>
<td>Out of Scope</td>
</tr>
<tr>
<td>206</td>
<td>Animal Nutrient Maximum Percentage</td>
<td>Out of Scope</td>
<td>Out of Scope</td>
</tr>
<tr>
<td>207</td>
<td>Animal Nutrient Minimum Percentage</td>
<td>Out of Scope</td>
<td>Out of Scope</td>
</tr>
</tbody>
</table>
## Attribute analysis tool – list of gaps

<table>
<thead>
<tr>
<th>BMS IDs included in the GDM (DO NOT CHANGE)</th>
<th>Business Friendly Attribute Name</th>
<th>Global/Regional Attribute Available in Local Market Model?</th>
<th>Global Data Model</th>
</tr>
</thead>
<tbody>
<tr>
<td>791</td>
<td>Consumer Usage Instructions</td>
<td>MISSING ATTRIBUTE</td>
<td>Global</td>
</tr>
<tr>
<td>879</td>
<td>Percent of Milk Fat In Dairy</td>
<td>not required for GDM</td>
<td>Local</td>
</tr>
<tr>
<td>880</td>
<td>Homogenised Indicator</td>
<td>not required for GDM</td>
<td>Local</td>
</tr>
<tr>
<td>912</td>
<td>Fish Scientific Name</td>
<td>MISSING ATTRIBUTE</td>
<td>Regional</td>
</tr>
<tr>
<td>914</td>
<td>Fishing Gear Code</td>
<td>MISSING ATTRIBUTE</td>
<td>Regional</td>
</tr>
<tr>
<td>915</td>
<td>Fish Production Method Code</td>
<td>MISSING ATTRIBUTE</td>
<td>Regional</td>
</tr>
<tr>
<td>916</td>
<td>Fish Storage State Code</td>
<td>MISSING ATTRIBUTE</td>
<td>Regional</td>
</tr>
<tr>
<td>1007</td>
<td>End Availability Date/Time</td>
<td>MISSING ATTRIBUTE</td>
<td>Global</td>
</tr>
<tr>
<td>1025</td>
<td>First Ship Date/Time</td>
<td>MISSING ATTRIBUTE</td>
<td>Global</td>
</tr>
<tr>
<td>1029</td>
<td>Consumer Restricted Delivery Date/Time</td>
<td>not required for GDM</td>
<td>Local</td>
</tr>
<tr>
<td>1058</td>
<td>Dietary Regime Code</td>
<td>MISSING ATTRIBUTE</td>
<td>Global</td>
</tr>
<tr>
<td>1152</td>
<td>Tax Type Code</td>
<td>MISSING ATTRIBUTE</td>
<td>Regional</td>
</tr>
<tr>
<td>1175</td>
<td>Tax Category Code</td>
<td>MISSING ATTRIBUTE</td>
<td>Regional</td>
</tr>
<tr>
<td>1253</td>
<td>Genetically Modified Declaration Code</td>
<td>MISSING ATTRIBUTE</td>
<td>Regional</td>
</tr>
</tbody>
</table>
There is more than attributes

Attribute definitions

• **Attribute Definitions for Business**
  - use these business friendly names and definitions for GDM attributes.

• There might be some **changes** – e.g. **startAvailabilityDateTime**:
  - **GDSN Definition:** The date (CCYY-MM-DDTHH:MM:SS) from which the trade item **becomes available** from the supplier, including seasonal or temporary trade item and services.
  - **ADB definition:** The date/time the product is **first available to ship** from the seller or the service is available.

Code lists

• **Work in progress**
  - Dividing codes into Global, Regional and Local layers to „highlight“ important codes.
  - Better names and definitions where Global/Regional codes are not clear.

Conditions and Validation rules

• Make sure your **local validation** rules are not in conflict with Global Data Model.

• Some conditions of **conditionally mandatory attributes** might be different from current local data models.
Implement and maintain

**Implement**

- Agree on changes to your data model
- Provide documentation and training to your community
- Agree on the timeline
- Include necessary changes to your release schedule in an efficient way
- Learn from others – see an example from BENELUX

**Maintain**

- Connect your local working group to the Regional GDM governance.
- Report any issues you encounter when implementing and using GDM.
- Follow and implement changes in the GDM.
- Share your local layer.
Implementation in the Benelux, an update

Jan Somers, GS1 Belgium & Luxembourg
Global Data Model – Gap analysis

• Result of gap analysis ➔ Global Data Model vs. BENELUX data model = 106 differences

• Type of differences:
  o New attributes that are not in the Benelux data model
  o Attributes that will be removed and will no longer exist/are not included in GDM
  o Difference between local fields and mandatory/conditional fields
  o Different conditions for making an attribute mandatory
  o Difference between optional, conditional or mandatory fields
  o Change in definitions (broadening the conditions for the use of an attribute)
  o Difference between BELU, NL and GDM

• Local stakeholders impact analysis meeting for BELUX: 8th of July
## Global Data Model – Implementation & timing

<table>
<thead>
<tr>
<th>Timing</th>
<th>Planning</th>
</tr>
</thead>
<tbody>
<tr>
<td>April – May 2020</td>
<td>Gap analysis on the attributes</td>
</tr>
<tr>
<td>July 2020</td>
<td>First draft version of Benelux data model</td>
</tr>
<tr>
<td>July – September 2020</td>
<td>Impact analysis based on first draft version</td>
</tr>
<tr>
<td></td>
<td>→ Done by GS1 + members of Maintenance Group, Data Committee and Onderhoudsgroep</td>
</tr>
<tr>
<td>June – September 2020</td>
<td>Defining the code lists by GDM team GS1</td>
</tr>
<tr>
<td>October 2020</td>
<td>Definitive data model (incl. code lists) will be established, based on the results of the impact analysis</td>
</tr>
<tr>
<td>October 2020</td>
<td>Defining timing of implementation, with three options:</td>
</tr>
<tr>
<td></td>
<td>1. Full introduction in February 2021</td>
</tr>
<tr>
<td></td>
<td>2. Partial introduction in February 2021</td>
</tr>
<tr>
<td></td>
<td>3. GDM introduction later than February 2021</td>
</tr>
<tr>
<td>February 2021</td>
<td>Implementation (full or partial) release of data model</td>
</tr>
<tr>
<td></td>
<td>→ Data will be mapped as much as possible</td>
</tr>
<tr>
<td>After February 2021</td>
<td>Data will be completed by suppliers where necessary, timing needed still needs to be determined</td>
</tr>
</tbody>
</table>
An update on implementation in Europe

Henk-Jan Timmerman, GS1 in Europe
Implementation in Europe – a prediction

Implementation started (gap analysis):

- GS1 Belgium & Luxembourg
- GS1 Czech Republic
- GS1 France
- GS1 Germany
- GS1 Netherlands
Implementation in Europe – a prediction

Intention to implement (through industry or MO):
- GS1 Austria
- GS1 Denmark
- GS1 Sweden
- GS1 Switzerland
Implementation in Europe – a prediction

Target markets prioritised by industry or first signals of interest for implementation:

- GS1 Spain
- GS1 UK
- GS1 Poland
- GS1 Romania
- GS1 Turkey
Governance in Europe (locally and regionally)
Agenda Governance Global Data Model

• Introduction & ambition
• General update on the GS1 Global data model
• Implementation of GDM in European markets
• Governance in Europe (locally and regionally)
  - Ahold Delhaize & Governance (Armand Schins)
  - How is GS1 Germany organised on data? (Christian Przybilla)
  - Setup of regional governance (Henk-Jan Timmerman)
• Industry engagement in Europe
• Next steps and closing
Introduction on Governance

Armand Schins, Ahold Delhaize
Introducing Armand Schins

- Armand Schins
- Ahold Delhaize
- Sr. Manager Data Quality & Governance, AH Group (Albert Heijn, Etos & Gall&Gall)
- Active within GS1 groups since 2004
One of the world’s largest food retail groups

Ahold Delhaize

Number of customers (weekly): > 50 mln
Number of stores: 6,637
Number of associates: 369,000

Europe
- Albert Heijn
- Delhaize
- Etos
- Gall & Gall
- bol.com
- Albert
- Maxi
- Tempo
- AB
- ENA
- Mega Image
- Pingo Doce*

United States
- Food Lion
- Stop & Shop
- Hannaford
- Giant
- Martin’s
- Giant Food
- Peapod

Asia
- Super Indo*

*Joint venture
Governance and GS1 representations

Global Board
Vincent Weijers

Global Data Excellence Committee
Vincent de Hertogh

GDM & MSWG
Jeffrey Cree & Armand Schins

EU Data Excellence User Board
Armand Schins

Benelux Maintenance Group - Viktor Bos
(chair)

USA Board
Andre Shaw

NL Board
Hendrik-Jan Roel (chair)

BeLu Board
Vincent de Hertogh
(chair)

CZ Board
Milan Sikora

USA Retail
Grocery Exec.Com.
Chris Adams

NL Food&Drug - Business Council: Ralph van Oss

CZ Food&Drug
DQ
Petr Beran

USA Food&Drug
Data Quality
Jeffrey Cree

NL Food&Drug - DQ
Armand Schins

B Food&Drug
DQ
Arthur van Crombrugghe

GR - RO - SB -
Ahold Delhaize & GDM

Why we support GDM?
• Data Quality
• Data Efficiency

How we manage GDM?
• Jeffrey Cree (USA) & Armand Schins (EU) participate & coordinate on global & regional level
• GS1 facilitates on all levels
• Implementation planning: 2021

IT Tools
• GDSN datapool:
  - 1WorldSync (USA&BE)
  - GS1DAS (NL)
  - n.a. -> Excel (CR)
• PIM:
  - Stibo-STEP (USA&NL)
  - SRC-PIM (NL)
  - SAP (BE)
  - ERP Gold (CR)
European business drives maintenance

- Data exchange is between business partners
  - Business is in lead. Also for governance
    - Active participation from all!
    - Business should chair the maintenance team
  - GS1 and solution providers are facilitating

- Need for speed!
  - Connect on local level:
    - Start gap analysis + Reduce local layers
  - On regional level:
    - Insight in local layers => Reduce or upgrade attributes
The three layers of European governance

Henk-Jan Timmerman, GS1 in Europe
Regional maintenance – GS1 in Europe

- **Global Maintenance Team**
  - Responsible: ongoing maintenance of the Global Layer
  - Focus: business need of the overall global model

- **Regional Maintenance Team**
  - Responsible: ongoing maintenance of the Regional Layer
  - Focus: business need of a specific region, ex: Europe

- **Local Maintenance Team**
  - Responsible: ongoing maintenance of the Local Layer of a specific target market
  - Focus: business need of a specific country, ex: Germany

- **Strategic level / Data Excellence Steering Committee**
- **Tactical level / Regional Maintenance Team**
- **Operational level / B2B2C working group**
Strategic level **Steering committee**

**Mission**
Guide the data community within Europe on several topics, such as data exchange and data quality.

**Tasks**
- Deciding on projects and scope per year
- Managing overall strategy and workplan
- Monitoring the implementation of GDM

**Participants**
- Industry:
  - Select members
- GS1 in Europe:
  - Jan Somers: Sponsor
  - Henk-Jan Timmerman
  - Tomáš Tlučhoř
Tactical level Maintenance team

Mission

- Maintenance of the regional layer of the GDM (all components) and ensure the availability of harmonised guidelines through active stakeholders management

Tasks

- Maintaining regional layer, challenging local layer
- Monitoring the implementation of the GDM
- Reviewing of EU Regulations
- Finalise and approve harmonised guidelines
- Voting through GSMP process

Participants

Industry: Call for participation
- GS1 in Europe:
  - Jan Schimmel (GS1 Netherlands)
  - GS1 MO participants
Tactical level Maintenance team

- GSMP
- Inclusive
- Active in Europe
- 4 releases
- All target markets
- Code of conduct
Operational level **B2B2C Working Group**

**Mission**
Solve and harmonise technical questions that are raised within countries

**Tasks**
- Work on meeting EU Regulations requirements
- Technical proposals on migrations, validation rules
- Updates in the guidelines
- MO planned projects updates, any MO updates
- Quarterly reporting on regional layer to global office

**Participants**
GS1 only:
- Coordinator: Tomáš Tlučhoř
- GS1 MO participants
How is Germany currently organised?

Christian Przybilla, GS1 Germany
Introducing Christian Przybilla

- Christian Przybilla
- GS1 Germany
- Lead Master Data + Data Exchange
- christian.przybilla@gs1.de
GS1 Germany - Who is doing what and how?

GS1 Germany Handbook for all governance + working groups:

- General rules for the decision making process
  - Prerequisites for membership
  - Voting rights and rules
- Description for every group
  - Objective
  - Scope
  - Tasks
  - Composition (50% supplier / 50% retail)
How is GS1 Germany organised in general?

---

**Governance Groups**
- GS1 Germany Supervisory Group
- GS1 Germany Management Board
- GS1 Germany Decider Group
- Steering Group GS1 Standards & Processes

**Working Groups**
- Permanent Working Groups
- Temporary Project Groups
How is GS1 Germany organised on data?

### Governance Groups
- GS1 Germany Supervisory Group
- GS1 Germany Data Excellence Board
  (mandated by the Steering Group GS1 Standards & Processes for all master data related topics)

### Working Groups
#### Permanent Working Groups
- Working Group Media Assets
- Working Group GDSN (FMCG)
- Sub Working Group Data Quality
- Sub Working Group GDM*

#### Temporary Project Groups
*intended positioning of national / local GDM group in Germany
From the German perspective to be worked in the near future

- GS1 Germany Data Excellence Board officially endorsed GDM in May 2020

- General commitment to support work on:
  - Build up the required governance (national/European/global)
  - Document use of GDM attributes in national GDSN profile
  - Learn and exchange experiences from pilots in real practice
  - Start appropriate harmonisation efforts (based on existing attribute differences in local/regional layers)
Implementation of GDM in European markets
Agenda Industry engagement Global Data Model

• Introduction & ambition
• General update on the GS1 Global data model
• Implementation of GDM in European markets
• Governance in Europe (locally and regionally)
• Industry engagement in Europe
  - How will P&G drive implementation? (Laurent Seroux)
  - Metro & local implementations? (Christian Zaeske)
• Next steps and closing
How will P&G drive implementation?

Laurent Seroux, P&G
Introducing Laurent Seroux

- Laurent Seroux
- Procter and Gamble
- Global Master Data Director
- Active with GS1 groups since 2016, DE board member.
Serving Consumer with 100% Accurate Product Information
A Strong Portfolio in 10 Categories

Countries of Operations
~70

Fiscal 2019 Net Sales
$67.7 Billion

Countries Where Our Brands are Sold
180+

Countries of Operations
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BABY CARE

FABRIC CARE

HOME CARE

FEMININE CARE

FAMILY CARE

SKIN & PERSONAL CARE

GROOMING

ORAL CARE

PERSONAL HEALTH CARE

HAIR CARE

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Organisations will need to invest in the right people, processes, and technology

GDM will require...

**TECH**
- Gap analysis to identify missing or different attributes to support new model
- Changes in current systems: external interfaces, product data systems, and operational systems

**PROCESSES**
- Data cleansing and adaptation for existing GTINs
- Changes to business process to capture new required attributes

**PEOPLE**
- Training for changes due to GDM across business processes (e.g., for new product data processes)

1. Any product data related transformations (broader than GDM scope) will need to align with GDM to ensure full impact
2. Not a one-time activity, therefore captured in calculator under changes to operational efficiencies (pink section)
How will P&G drive adoption in Europe

• **Internal**
  • Primary focus on GDSN countries and retailers
  • Depth analysis of current P&G publication models and identification of gaps vs the GDM attribute by attribute (DE completed).
    - Technical and Functional assessment of gaps
    - Inclusion of the GDM standard in new PIM
  • Deploy the concept to Country leadership and Sales teams to create awareness and be ready for Retailers demand to engage

• **External**
  • P&G representatives in GS1 MO’s to influence MO’s and Data Pools endorsement.
Metro & local implementations

Christian Zaeske, Metro
Introducing Christian Zaeske

- Christian Zaeske
- **METRO**
  - Global Head of Master Data Management
  - Member of GS1 Data Excellence Board
  - Retail Co-Chair of Global Data Model
- Active within GS1 groups since 2006
AT A GLANCE

Group sales
€27,082 million

EBITDA\textsuperscript{1} €1,021 million

In 34 countries

97,606 employees\textsuperscript{2}

678 locations

\textsuperscript{1}EBITDA excluding earnings contributions from real estate transactions. \textsuperscript{2}Headcount as of closing date 30 September 2019.

As of: 30 September 2019.

OUR PORTFOLIO

The Global Language of Business
METROs GS1 in Europe presence in 21 countries

EUROPEAN METRO COUNTRIES

<table>
<thead>
<tr>
<th>Country</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria</td>
<td>12</td>
</tr>
<tr>
<td>Belgium</td>
<td>16</td>
</tr>
<tr>
<td>France</td>
<td>97</td>
</tr>
<tr>
<td>Germany</td>
<td>38</td>
</tr>
<tr>
<td>Italy</td>
<td>6</td>
</tr>
<tr>
<td>Netherlands</td>
<td>50</td>
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<tr>
<td>Portugal</td>
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<td>Spain</td>
<td>10</td>
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<tr>
<td>Bulgaria</td>
<td>12</td>
</tr>
<tr>
<td>Croatia</td>
<td>9</td>
</tr>
<tr>
<td>Czech Rep.</td>
<td>13</td>
</tr>
<tr>
<td>Hungary</td>
<td>13</td>
</tr>
<tr>
<td>Kazakhstan</td>
<td>6</td>
</tr>
<tr>
<td>Moldova</td>
<td>3</td>
</tr>
<tr>
<td>Poland</td>
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</tr>
<tr>
<td>Romania</td>
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<td>Serbia</td>
<td>9</td>
</tr>
<tr>
<td>Slovakia</td>
<td>6</td>
</tr>
<tr>
<td>Turkey</td>
<td>33</td>
</tr>
<tr>
<td>Ukraine</td>
<td>31</td>
</tr>
</tbody>
</table>

- 2,000–5,000 suppliers per country
- 30,000 – 250,000 SKUs per country
- Cash & Carry, FSD, Franchise, Retail
  + Product Online Visibility
  + Web Shops & Long Tail
  + Marketplace
  + Digital Services
Driving GDM market adoption by community enablement

- Inform
- Initialize national GDM project
- Onboard industry
- Setup local GDM maintenance group
- Educate & Train
- Integrate national layer – local attributes to GDM
- Setup KPIs and reporting
- Start operational use of common data model based on GDM
- Announce local GDM maintenance group members representing market within regional GDM maintenance group
- Collect feedback and identify improvement needs
The German community decided to go live with the Global Data Model in August 2020 for the German market

<table>
<thead>
<tr>
<th>GDM Global Layers</th>
<th>+ GDM Regional Layer Europe</th>
<th>+GDM Local Layer National</th>
<th>METRO Bilateral</th>
<th>Attributes Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>86</td>
<td>92</td>
<td>286</td>
<td>0</td>
<td>464</td>
</tr>
</tbody>
</table>
## GDM in Europe METRO country implementations

<table>
<thead>
<tr>
<th>Country</th>
<th>GDM Global layers</th>
<th>+ GDM Regional layer</th>
<th>+ GDM local layer national</th>
<th>+GDM local layer bilateral</th>
<th>Attributes sum</th>
</tr>
</thead>
<tbody>
<tr>
<td>DE</td>
<td>x</td>
<td>EU</td>
<td>national datamodel integrated to GDM</td>
<td>-</td>
<td>=1+2+3</td>
</tr>
<tr>
<td>BE</td>
<td>x</td>
<td>EU</td>
<td>national datamodel to be integrated to GDM</td>
<td>-</td>
<td>=1+2+3</td>
</tr>
<tr>
<td>CZ</td>
<td>x</td>
<td>EU</td>
<td>national datamodel to be integrated to GDM</td>
<td>-</td>
<td>=1+2+3</td>
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<tr>
<td>FR</td>
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<td>EU</td>
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<td>=1+2+3</td>
</tr>
<tr>
<td>IT</td>
<td>x</td>
<td>EU</td>
<td>national datamodel to be integrated to GDM</td>
<td>-</td>
<td>=1+2+3</td>
</tr>
<tr>
<td>NL</td>
<td>x</td>
<td>EU</td>
<td>national datamodel to be integrated to GDM</td>
<td>-</td>
<td>=1+2+3</td>
</tr>
<tr>
<td>AT</td>
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</table>

* to be confirmed by national GS1 MO  
** to be defined if after * is confirmed

- clarification local layer
- METRO bilateral local layer in case of missing national community layer
- Question to the European user community: Are you interested to define a common default local layer?  
  (for all markets not having a national model)
Driving market adoption by community enablement

- Inform
- Initialize national GDM project
- Onboard industry
- Setup local GDM maintenance group
- Educate & Train
  - Integrate national layer – local attributes to GDM
  - Start operational use of common data model based on GDM
- Announce local GDM maintenance group members representing market within regional GDM maintenance group
- Collect feedback and identify improvement needs

“Standardizing foundational data is a first step to free up companies to focus on what matters more—building differentiated consumer experiences to compete better in the omnichannel world.”

Source: McKinsey & Company, Publication by Kari Aldridge and colleagues
‘Want to improve consumer experience? Collaborate to build a product data standard’

Global Data Model
COMMON STANDARD for METRO
in EVERY market
One product.
One experience.
Every channel.
Every country.

✉️ globaldatamodel@gs1.org
Next steps & Closing
### Recap for Implementing the Global Data Model

<table>
<thead>
<tr>
<th>Get organised and connect with GS1 and ambassadors</th>
<th>Do the attribute gap analysis and present results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Implement global and regional layers, minimise local layer</td>
<td>Share local layer and other findings with global office</td>
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## Recap for Governance of the Global Data Model

<table>
<thead>
<tr>
<th>Connect with GS1 and industry peers</th>
<th>Have a local governance process in place</th>
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<tbody>
<tr>
<td>Work on change requests (add/change/remove)</td>
<td>Intention to submit the local layer as a standard</td>
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</table>
Next steps

Survey on implementation of the Global Data Model in Europe

Connect with Industry Peers and GS1 => in local user groups

Work on the gap analysis of the global data model (industry & GS1)

Submit the local layers to the Interim GDM Navigator

Help to grow the community in the region: new industry & new target markets

Actively participate in regional governance
Next meeting

- END of AUGUST
- Gap analysis results
- First steps on further harmonisation
- Appoint co-chairs